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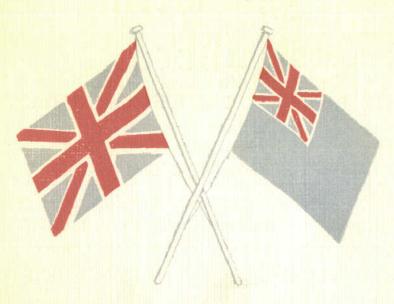
#### R. T. TANNER & CO. LTD.

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## TANNER'S TRADE CIRCULAR

December 1914



To Printers and Stationers

LONDON

R. T. TANNER & CO., LTD.

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New Sample Book of

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PAPERS FOR MODERN PRINTERS.

STOCKED IN ROYAL ONLY. Deckle Edge on 25-in, side of Sheet.

Supplied in the following neutral tints:

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Price 18/- per 100.

#### R. T. TANNER & CO., LTD.

Salisbury Square, Fleet Street, London, E.C.

## Tanner's Trade « Circular » for Printers & Stationers

VOL. IX-NO. 10

DECEMBER, 1914 Gratis and Post Free

#### THE CONTROL OF CELLULOID.

ANY printers, especially at the present season of the year, will be affected by the recent regulations issued in respect to the storage and handling of celluloid. On August 8th a Parliamentary Act was passed, to be known as the Defence of the Realm Act, 1914, empowering His Majesty in Council to issue regulations during the continuance of the war, for, inter alia preserving the public safety. The scope of the Act was enlarged on August 28th, and Statutory Rules and Orders have been made under its provisions from time to time. The Privy Council may, by such Regulations, authorise a trial by Court-Martial and punishment of persons contravening any of the provisions of such Regulations. On October 14th the Privy Council passed under this Act, Regulations in respect to celluloid, which distinctly state that no person within the Administrative County of London shall have in his possession, or on premises in his occupation, a larger amount of celluloid than 112lbs, in weight, unless he has obtained the prescribed permit from the Chief Commissioner of Police. The penalty for contravention is that any police constable or other person authorised by the Chief Officer of Police, may enter, if need be by force, any premises in which he has cause to believe a larger amount than the above is stored, and remove and destroy such film as is found on the premises. The requirements may be summarised as follows:

- (1) No alien enemy must enter any premises, and no unauthorised person must have access to any room in which celluloid is manufactured, kept or stored.
- (2) Stocks must be kept in fire-resisting receptacles, or in a separate chamber constructed of fire-resisting materials.
- (3) The fittings of the store must be of uninflammable and fireresisting material, and there must be no fire-place.
- (4) No fire or flame or substance liable to ignite celluloid, and no electric or other appliance likely to produce an exposed spark, will be allowed in the store.
- (5) Waste celluloid must not accumulate on the floor, and adequate means of extinguishing fire must be provided.

#### Bank Papers made in Germany will no longer be used in England.

We have an extensive range of good quality and value in

## ENGLISH-MADE BANKS

We have arranged with our Mill to sell



at the following prices:

11lbs. Large Post	Take to	-	4/7
15lbs. " "		lut grie	6/3
13lbs, Medium	-	_	5/5
18lbs. ,,	ministra e	-	7/6
	SHEETS.		E-SIII

#### R. T. TANNER & CO. LTD.

Dorset Street, Salisbury Square,

"Tanner, Fleet, London,"
(As two words).

Fleet Street, E.C.

'Phone: CITY 7054. (Three lines).

#### Our Monthly Review

It cannot be denied that there is nowadays a tremendous demand for anything which appeals to the patriotism of the country. To meet this demand we have issued two styles of patriotic post-Patriotic cards which are meeting with phenomenal success. They Post-Cards are at once cheap and effective: one pattern is printed with the British and French flags, in colour, and is supplied at 5s. per 1,000; the other pattern has the British, French, Belgian, and Russian flags, printed in colour, in the top left-hand corner, the price being 7s. 6d. per 1,000. We are also supplying posters with the four flags printed centrally at the top, in colour, the price being 5s. per 100 for Double Crown, and 7s. 6d. per 100 for Double Demy. Just as we go to press we have also introduced the above design, with four flags, in Correspondence Cards at 10s. per 1,000; Menu Cards (6 by 4 single) at 128. per 1,000; Programme and Menu Cards (6 by 4 with fly) at 10s. per 1,000, and 8vo fly Circular, in art paper, at 12s. 6d. per 1,000. We feel sure that these will also be welcomed by our many friends, for they are certainly of topical interest, and will be found especially useful for patriotic and other concerts held in connection with the war. We shall be pleased to forward samples of these Post-cards, Posters and Cards to any of our readers on application.

Although the number of social functions will be considerably curtailed during the present winter, there is no doubt but that a large number of entertainments, etc., will be held for philanthropic purposes. May we therefore again draw our readers attention to our wide range of Fancy Cards which are entirely suitable for the above purposes. We now make them in large numbers of artistic patterns suitable for all tastes, and they are supplied at prices which adapt them for all requirements. Our friends have, in the past, undoubtedly found them a boon, for they place in the hands of the printer an easy means of turning out a satisfactory job for a very reasonable outlay. We shall be pleased to submit samples at any time to any of our customers who have not yet had an opportunity of seeing them.

As we have previously pointed out, it is impossible in our pages to give particulars of all of the many job lines of paper which we have in stock, but we are always pleased to answer any correspondence from our readers and to submit special paper for a particular job. We would like, however, to draw our readers' attention to a special clearance of 50 reams of 32lb. Mignonette Double 'Cap (480 sheets) which we are in a position to offer at 2d, per lb. If this line appeals to you, kindly send your requirements without delay.

## Suttley & Silverlock

LIMITED

BLACKFRIARS ROAD, LONDON, S.E.

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#### **ELECTROTYPING**

AND

#### STEREOTYPING

BY THE MOST UP-TO-DATE PLANT AND THE MOST EFFICIENT STAFF.

#### **OUR MOTTO**

Punctuality and First Class Work.

#### **OUR SPECIALITY**

The fullest satisfaction to the customer. Our Express Cycle Carriers will collect and deliver the work. All classes of work undertaken and personal attention given to all orders.

#### DON'T FORGET

That our Foundry is at the service of every modern and up-to-date printer.

## News in Brief

WRITER in the Sunderland Echo states that British printers have an opportunity of capturing markets of the value of 5½ millions sterling from which Germany is at present barred. In this connection it is interesting to hear that the Federation of Master Printers has appointed a Committee to deal especially with German and Austrian printing. Commercial houses in this country who have hitherto been in the habit of obtaining their printed matter from alien enemies are requested to send, in the strictest confidence, particulars of their requirements to the Committee, so that such houses may be placed in direct touch with home printers who are able and willing to do the work.

Apropos of the above announcement, it will no doubt interest the trade to hear that a bulletin has been issued by the Commercial Intelligence Branch of the Board of Trade. The report states: "In view of the magnitude of the German exports of printing, etc., it is evident that valuable openings for the sale of the products of the British color-printing industry must exist in many of the markets hitherto supplied by Germany." No doubt if this work can be undertaken, especially with the assistance of the Government, it will mean a tremendous increase in the weekly wage sheets of home printers. It is estimated that even in the home market, we purchase color-printing from Germany and Austria to the extent of close upon three millions sterling annually.

According to a writer in the North Mail, there are immense difficulties in getting a copy of an English newspaper into Brussels. It was stated that the last copy of The Times to arrive, by a mysterious channel, was sold for £5, and was four days old.

We understand that no large book has been published in Germany since the outbreak of war. One can hardly realise what this means to the commercial industry of the country, when one considers that the average output in the past has been 50,000 new publications annually.

The will of Mr. W. G. Nash, of the St. Paul's Cray Paper Mills, shews an estate valued at £115,910; that of Mr. H. Clarke, formerly connected with Messrs. Mander Bros., printing ink makers, Wolverhampton, at £44,813; and that of Mr. J. H. Billing, printer, Guildford, at £26,449.

We understand that £1,000 has already been sent to the National Relief Fund from the sale of waste paper. About 150 towns have

#### PATRIOTIC

Post-cards, Posters, Cards, etc.

Beautifully printed in Colour.

Required by every Modern Printer.

Per 1,000

POST-CARDS printed with two flags 5/printed with four flags 7/6 Per 100

POSTERS, Dbl.-Crown, with four flags 5/-Dbl.-Demy, with four flags 7/6

CORRES. CARDS Per 1,000 printed with four flags 10/0

MENU CARDS 6 by 4 single, with four flags 12/0

PROGRAMME & MENU CARDS 6 by 4 fly, with four flags 16/0

CIRCULAR 8vo fly, with four flags 12/6

SAMPLES ON APPLICATION DELIVERY WITHOUT DELAY

R. T. TANNER & CO., Ltd.

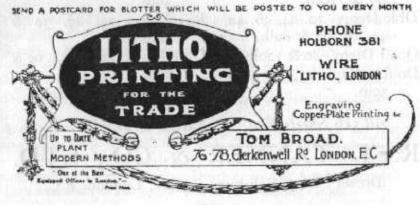
Dorset Street, Salisbury Square, LONDON, E.C.

#### TANNER'S TRADE CIRCULAR

volunteered assistance in this direction, and in some cases the authorities have planned organized collections. Further information in connection with this scheme may be obtained from the Waste Paper Department, York House, St. James' Palace, S.W.

The complimentary Dinner which was to be held to commemorate the 80th birthday of Sir Edward Russell, the doyen of British journalists, has, at Sir Edward's request, been postponed, in the following terms: "I feel moved to suggest to the Executive Committee, who have so kindly undertaken the business, that it would not be fitting at a moment in national stress and emergency preoccupying all thoughts, to carry out a demonstration of personal esteem and affection, priceless as it would be to me. I cannot doubt that they will concur in this view. Let me, with full gratitude of heart, take their will for the deed."

On August 5th a Proclamation was issued in respect to the prohibition of commercial intercourse with alien enemies. A week later this prohibition was extended to include the Dual Monarchy of Austria-Hungary, as well as Germany. On August 22nd an official announcement was issued by the Treasury, giving an explanation of the doubts that had arisen as to the meaning and application of the Proclamation, and on September 9th a third Proclamation was issued which revoked the previous ones. Further prohibitions were issued on September 30th and October 26th, and on October 8th one of the paragraphs was revoked and another heading substituted therefor. On September 18th a Bill was passed in Parliament to make provision with respect to penalties for trading with the enemy, so that the Proclamation issued on September 9th, and the Act passed on September 18th, are now in force. Having regard to the fact that indirect offers through neutral countries are being made to British printers of various commodities required in the printing trade, which would undoubtedly benefit German



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Colour Printing by Modern Methods

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than can usually be obtained.

INCLUDING AMONGST OTHER THINGS: Lithographed Pictorial Posters 64 by 44 in one sheet, Calendars, Newspaper Supplements, Magazine Insets, Show Cards, Labels, Wrappers, Transfers and Transparencies, Half-Tone and Tri-Colour Blocks and Printing, Catalogues, &c.

ALSO WE PUBLISH: Chromo Almanacs, Art Card Calendars, Leaflets, and Date Blocks, Memoriam Cards, Decorative Transparencies, Award Certificates, Fancy Bordered Cards, Show and Sports Posters, Fixture Advertising Sheets, Pictorial Blotting Slips, Patriotic Posters, &c. INQUIRIES SOLICITED. CORRESPONDENCE INVITED.

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Wires-"Almanac, Leeds."

The Literary Pages of this issue are printed on

## 231 Bright Shade Printing

48lb. Double Demy. Also stocked in :

Dble Crown 20, 26, 30, 34, Quad Cap 46, 50, 56 & 36, 40, 44, 50 & 60lb.

Quad Crown 40, 60, 68, 80, 96 & 120lb.

Dble Demy 30, 34, 36, 40, 44, 56, 60 & 80lb.

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Double Cap 23, 25, 28 & 30lb.

Dble Large Post (21 x 33)

Royal 21, 24, 27, 30 & 36lb.

Dble Royal 42, 48, 54, 60 & 72lb.

Imperial 30, 36 & 40lb.

All 516 Sheets Flat.

Sample on Application.

#### R. T. TANNER & CO., LTD.

Dorset Street, Salisbury Square, London, E.C.

#### TANNER'S TRADE CIRCULAR

manufacturers, it will no doubt interest, especially the large printers, to consider the clauses that affect the trade, and which are clearly set forth as follows:

- (a) Not to pay any sum of money to or for the benefit of an
- (b) Not to compromise or give security for the payment of any
- (c) Not to deal with any negotiable instrument.
- (d) Not directly or indirectly to supply to or for the use or benefit of, or obtain from an enemy country or an enemy any goods, wares, or merchandise, nor directly or indirectly to supply to or for the use or benefit of, or obtain from any person any goods, wares, or merchandise, for or by way of transmission, to or from an enemy country, or an enemy, nor directly or indirectly to trade in or carry any goods, wares or merchandise destined for or coming from an enemy country or an enemy.
- (e) Not to enter into any commercial, financial or other contract or obligation with or for the benefit of an enemy,

Miss Squire, the lady inspector under the Factory and Workshops Act, states that in 1911 there were 24,658 women employed in the printing and allied trades, the bulk of this number being engaged on folding, collating, sewing and binding.

Reports that are beginning to come to hand go to prove that business matters generally are settling down in the United States to a commonsense basis after the semi-panic state which appeared to be prevalent during the earlier weeks of the war. As an instance, American paper mills are installing additional machinery with the object of doubling their output, which will no doubt form a practical method of stultifying German competition in the future.

We understand that very heavy calls have been made on the funds of the Printers' Provident Association since the outbreak of war, but it is satisfactory to be able to report that the Association has been able to meet all claims without having to touch the invested funds. In addition, situations have been found for a large number of members to fill the vacancies caused by members of the craft joining the forces.

According to a writer in the Birmingham Post, the very fact that Antwerp was not a university town, and yet was a city that loved culture and intellectual pursuits, made it all the more ready and eager to encourage and propagate knowledge. Hence it was that Antwerp is stated to have attracted the first printer in Belgium, Van der Groes.



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The Most Appropriate and Convenient Purse on the Market to accommodate the new

PAPER MONEY as well as COIN.



Coin side of Purse.

Reverse side showing the attachment for Paper Money.

Supplied in Roans, Pigskin, Velvet-Hides, Morocco, and a number of Fancy Leathers.

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THE PRACTICAL PURSE FOR BRITISH CURRENCY.

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#### Advertising in the Long Ago.

HE story of printing is always interesting to those who are printers and like their jobs. The man who likes his job and gets enjoyment out of his work is not satisfied with knowledge of present-day things, but wants to know of the early days when the industry was new and interest was fresh. The Linotype Bulletin, in its August number, contained the first of a series of illustrations, telling the story of printing types. The October number of the same publication contains the second picture in the series. The first instalment of the story as told by Horace Townsend, relates how Chaldeans and Assyrians cut characters into rocks and impressed the language into soft clay by means of cuneiform punches, the world's first type. The third article reads as follows:

"Printing was not entirely dependent upon the invention of movable types, though so necessary were these latter to the full development of the printing art, that we are wont to consider the one as absolutely

necessary to the other.

"But there were printers before there were types. Indeed, so well recognized was the trade that it is fairly constantly referred to in the town registers and other official records of the 14th and 15th centuries.

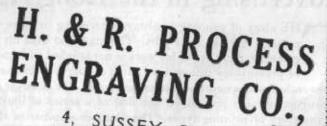
"Books of devotion and playing cards were the oddly assorted staples on which these fifteenth-century printers exercised their skill, their customers seeming to have been confined entirely to the poorer, or at least the middle, classes. The nobility and superior clergy evidently held in contempt these economical substitutes for the beautifully written and richly illuminated manuscripts which were the treasured possessions of those wealthy enough to indulge in their purchase.

"At first these pioneers of wood-cutting confined themselves to the production of rude pictures—" prents" Chaucer calls them—mainly of a religious character. But as these began to find their way into the possession of the common people, the necessity of some explanatory

text became necessary.

"The method of printing employed was simplicity itself. The block, after the picture or the text, or a combination of the two, had been cut upon it in relief by the block-cutter, was brushed over with a thin solution of water, sizing and color, the latter usually being of a light-brown hue. Upon the block thus prepared was laid a sheet of dampened paper, the back of which was carefully rubbed with a bone or hardwood burnisher called a *frotten*. By careful manipulation in this fashion, the raised lines of the cut transferred their coloured impressions to the paper.

"So simple, indeed, was this printing process, that any neat-handed man could print for himself, after a fashion; and we find even the wealthier people and the religious orders owning blocks from which they would print sets of sheets, either to sell or to give away."



4, SUSSEX PLACE, LTI

STUDIOS: Avenue 683. FOUNDRY: Central 10042.

HALF-TONE BLOCKS, WOOD ENGI

WOOD ENGRAVINGS, ELECTROTYPES.

ELECTROS OF THIS BORDER CAN BE HAD MADE UP TO ANY SIZE.

## FANCY CARDS

suitable for

INVITATIONS, PROGRAMMES, MENUS ETC., ETC., ETC.

Large Variety of Distinct Patterns
Manufactured on our own Premises.
These Cards will appeal, and will
prove useful to every modern printer.
Samples on application.

R. T. TANNER & CO., LTD., DORSET ST., SALISBURY SQUARE, LONDON, E.C.

# What Others are Doing\*

HE half-yearly report of the Scottish Co-operative Wholesale Society shews a net profit of £2,162, with stock valued at £10,230. The total amount of work turned out was £39,221, an increase of 13 per cent. on the corresponding period of last year.

We learn from official sources that during the year, 12,782 workpeople, employed in the printing and allied trades, received in their wages an increase of £1,000 per week.

The new One Pound notes, which were printed by Messrs. De La Rue & Co., Ltd., are a distinct advance on the first issue, both as regards size, design and the wording, to say nothing of the superior paper which is in every way equal to a bank note. It possesses a water-mark, which it will be most difficult to forge, and the paper is crisp, and gives one a more favourable impression of our currency than existed with the first notes issued by the Treasury.

The Hon. Harry Lawson, M.P., opened the new premises of the Press Club at St. Bride's House, Salisbury Square, E.C., on the 19th ult. Membership is confined to bona-fide journalists, and the subscription is moderate, although the new premises are perfectly equipped in the most modern and approved way.

We understand from the Sales and Wants Advertiser that the rules governing the operation of composing machines, when worked by male labour, have been finally agreed to by the Edinburgh Master Printers' Association and the Edinburgh Typographical Association. They are as follows:

- 1. The term "composing machines" in these rules is defined as including the Typograph, Linotype, and similar machines; and the keyboard of the Monotype or similar machines.
- Hours. The working week shall consist of 50 hours for day work and 48 hours for night work.
- 3. Wages. The standard minimum wage for journeymen shall not be less than 38s. 6d. per week for day work, and night work shall be paid at an advance of 20 per cent. on day rate.
  - 4. Overtime. Overtime shall be paid at the workers' wages plus

# Revolution in Postal Wrappers

The leading Magazine Publishers are always quick to appreciate and adopt anything which is likely to save time or make for greater efficiency in their business.

That is why it is so pleasing to us to record that our PATENT PLEATED POSTAL WRAP-PERS are used exclusively by most of the big publishing houses with great success.

#### TANNER'S TRADE CIRCULAR

half the machine standard wage for each hour not included in the regular day's work.

5. Notice on Leaving Composing Machines. A fortnight's notice shall be given before a journeyman machine operator is permanently transferred from machine to case or floor.

6. Operators. Apprentices may be employed as operators when they have completed four years at the trade. The hand and machine composing departments to be considered as one for the purpose of reckoning the total number of apprentices. The ratio of apprentices on composing machines to be one to one journeyman, two to three journeymen, and not more than one to every three journeymen thereafter.

7. Tuition Period. Three months to be reckoned as the tuition period, during which the case hand minimum rate shall be paid to learners.

8. Operators temporarily transferred to case or floor to retain their machine rate of wages.

There are twenty paper mills in Japan, with a capital of over three millions sterling, controlled by the Association of Japanese Paper Mills. In addition, there are ten outside mills, and one Government mill.

The report has been going the round of the trade papers that there is likely to be a shortage of coloured inks owing to the cessation of supplies of aniline dyes from Germany. A company, backed by the Government, has been inaugurated in the North to manufacture the dyes, not formerly manufactured in this country, and this will, no doubt, prevent the threatened shortage.

In the insured trades at the early part of September the percentage of unemployed was 6.24, as against 3.34 a year ago.

#### ENVELOPES

Of special sizes, shapes and qualities made in a few hours.

RELIEF STAMPING BLACK BORDERING EDGE AND RECEIPT GUMMING.

Send for quotations and Samples.

43 & 45 St. John Street. West Smithfield.

Telephone HOLBORN 262.

#### MISCELLANEOUS ADVERTISEMENTS

Including Situations Vacant and Wanted; Businesses and Goods for Sale and Wanted to Purchase; Partnerships; Premises To Let and Wanted, etc.

Announcements from our customers to appear in this column are inserted free of charge, but they must be received by the 15th of the month to appear in the following month's issue. Such announcements will only be inserted once, unless a request is received to repeat same. Replies may be addressed to R. T. TANNER & Co., Ltd. (under Box numbers), when they will be forwarded to Advertisers.

TO PROGRESSIVE PRINTERS.— Practical Manager seeks change; age 40; wide experience; good organiser and disciplinaria; productor in all departments Estimating, Buying and Production on keen, competitive lines.—" System," Box 405.

A YOUNG COMP. (Soc.) seeks sit. Johning: display, advts., make-up, arristle work, etc., -W. L., 66 Durban Rd., West Ham E.

PRODUCTION MANAGER desires sit, 14 years practical experience Printing, paper, illustrations, binding, proof-reading, advertising, publishing arrangements, authors a/cs., etc. Age 34. Moderate salary.—Box 203.

PRINTER'S MANAGER or Assistant, with good and simple System, or any position of trust; highest possible references.— Hox 404.

ADVERTISING AND PRINTING.— Assistant Works Manager required. Unique position in successful organization, with good return ou 2500 investment. State qualifications. Principals only.—Address Box 400.

WARRHOUSE FOREMAN seeks change thoroughly experienced all classes of work; well up in papers; take entire charge; first-class references; out of London not objected to.—Hox 399.

SUCCESSFUL MANAGER.—Practical experience in control of every department; knew buyer and extinator; M.P.F. costing system; silver medallist and holder of 5 technical certificates; conscientious worker; moderaic salary.—Box 198.

MODERN ART COMP. (Sec., young).— Seeks sit. Advis., maga., display, jobbing, and make-up, etc.—Apply Box 397.

PRINTER'S ESTIMATING CLERK.—
Age 48; requires situation; thorough knowledge of all departments. Also dealing with
extinates for high-class colour and commercial work, lithography, binding and process
block work. Full knowledge of cost systema.
Good refs.—Apply Box 366.

PRACTICAL PRINTER (30), desires change as Assistant Manager or other responsible position. Keen estimator and used to costing, interviewing, etc.; well up in all branches of the trade; could take sele charge of branch establishment,—Box 304.

IMPROVER seeks situation, wharfe and platen, half-tone, general, and commercial work.—Box 390.

A PRINTERS WARRHOUSEMAN & CUTTER (1s), seeks change to take charge or act as Deputy Overseer, not atraid of work; 51 years present berth; good reference. Box 394.

RULING MACHINE FOR SALE, will rule any number of colours straight or in circles in one operation; fitted for power complete, £18 iss. Box 303.

LETTERPRESS PRINTING.—Situation desired as MANAGER of Provincial Printing works; over an years' practical experience good class jobbing; age 33; abstainer; good knowledge estimating, costing (advanced system), supervision; accustomoud to newspaper routine, would suit medium size news and jobbing office; or would take situation as OVERSEER. Particulars willingly, in confidence.—Box 388.

ESTIMATING CLERK (38) good buyer, practical knowledge in all departments, exceptionally wide experience, excellent references.—Box 389.

STATIONERS, SALESMAN requires situation in town or country, aged 31 married, first-class City and West End experience good references. Sulary about Asper week. Replies to A. E. Fonenrd, 84 Penton Place, Romington Park Road, S.E.

TO COUNTRY PRINTERS. Advertiser, with good connection among publishers, is open to take up a commission.—Address, Box 391.

PRINTING BUSINESS FOR SALE.— Kentish Town i prosperous condition; good plant; bargain for energetic man.—Apply Box 387.

CLERK with 10 years all-round experience of all classes. Litho and Letterpress work, Binding, etc., desires change as Estimator or Assistant Manager. Capable Estimator, able to produce highest references—Box 59

PRINTER'S MANAGER desires engagoment in London or Country; 14 years experience. High-class jobbing, journals, modern conting, estimating, buying, publishing. Good organises. Excellent reference.—Hox 386.

TRAVELLER or Order Clerk, experienced. Young man seeks situation; tall, smart, some connection.—Box 400.

TOWN TRAVELLER wanted with multigraph and printing connection. Small salary and commission. Apply by letter stating age, experience and terms, Box aor.

#### IMPORTANT NOTICE

## SCRIVIA PARCHMENT WOVE

LARGE POST

At the request of a number of our customers, we have improved the shade of this popular paper, and we now also stock it in two additional weights as follows:

15lb. Large Post 3½d. per lb.
18, 21, 24 and 27lb. Large Post 3½d. per lb.
(ALL 504 SHEETS.)

The 15 and 18lb, weights are entirely new.

The 21, 24 and 27lb, weights are reduced in price.

A suitable Letter Paper for all purposes,
SAMPLES FREE ON APPLICATION.

R. T. TANNER & CO., LTD.

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